



PHUNG JEFFERSON

Author: Kevin Goodell

Proposal ID: 888
 Schedule Date: 10/1/2012 - 11/5/2012
 Advertiser: PHUNG JEFFERSON
 Spot Length(s): :30

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Flight Dates: 10/1/2012-11/5/2012

Program Time	SpotLength(s)	OC 1	OC 8	OC 15	OC 22	OC 29	NO 5	DMA HH RTG	W k e	Rate Spots
KSNV										
WAKE UP W/WAGNERS	:30	1	1	1	1	1	1	p2.7	6	\$300.00
GRPs/Impressions								16.2		6
CPP/CPM								\$111.11		
Mo-Fr 5:00a-6:00a										
WAKE UP W/WAGNERS	:30	--	--	--	1	1	1	p4.0	3	\$450.00
GRPs/Impressions								12		3
CPP/CPM								\$112.50		
Mo-Fr 6:00a-7:00a										
TODAY SHW2-NBC	:30	--	1	--	1	1	1	p3.0	4	\$275.00
GRPs/Impressions								12		4
CPP/CPM								\$91.67		
Mo-Fr 9:00a-10:00a										
NEWS 3 AT NOON	:30	1	--	1	--	1	1	p2.2	4	\$275.00
GRPs/Impressions								8.8		4
CPP/CPM								\$125.00		
Mo-Fr 12:00p-12:30p										
JEOPARDY/WHEEL	:30	--	--	--	--	1	--	p5.4	1	\$750.00
GRPs/Impressions								5.4		1
CPP/CPM								\$138.89		
Mo-Fr 6:30p-7:30p										
NEWS 3 AT 11	:30	--	--	--	--	1	1	p3.0	2	\$775.00
GRPs/Impressions								6		2
CPP/CPM								\$258.33		
Mo-Su 11:00p-11:35p										

Approved by:

General Summary (DMA HH D.RTG)

Name	Spot	Cost	Grps	Imp(000)	CPP	CPM	Reach	Freq	Eff Reach	Net Reach	Pop
KSNV	20	\$7,950.00	60.4	450.7	\$126.66	\$16.97	33.6	1.8	14.0	247,818	737,300